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| DATE: 02/01/91 SALES INFORMATION SYSTEM TIME: 10:40 |
| SUBJECT: WAKEFERN FOOD CORP. SENDER: NICK KURUC 1240 |
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TO: ALL DIVISIONS WITH SHOP RITE (INDEPENDENTLY OWNED OR GROUPS)
G. P. BUCHAS

SUBJECT: WAKEFERN FOOD COPORATION (SHOP RITE)

***** IMPORTANT: RETURN REPLY REQUESTED *****

DEAR MANAGERS:

WAKEFERN FOOD CORPORATION WILL SOON BE EMBARKING ON A CAMPAIGN TO CONVINCE ITS MEMBERS OF THE IMPORTANCE OF MAXIMIZING THEIR CIGARETTE SALES AND DISPLAY REVENUE. WE HAVE BEEN ASKED TO PROVIDE INFORMATION REGARDING CURRENT DISPLAY MONIES.

PLEASE SEND ME A COPY OF THE 4TH QUARTER PAY REGISTER FOR ANY OF THE SHOP RITE INDEPENDENTLY OWNED STORES OR GROUPS WHICH ARE YOUR RESPONSIBILITY. THIS INFORMATION WILL BE USED FOR WAKEFERN TO DETERMINE AREAS WHERE THEIR MEMBERS CAN IMPROVE MERCHANDISING AND INCREASE MONIES.

I WOULD APPRECIATE YOUR REPLY BY MONDAY FEBRUARY 11th IF A FINAL PAY REGISTER IS NOT AVAILABLE, IN THE INTEREST OF TIME, PLEASE SEND THE PRELIMINARY.

IF YOU HAVE ANY QUESTIONS, PLEASE ADVISE ACCORDINGLY.

REGARDS,
NICK
G. N. KURUC, JR.

GNK/FR
M-2

CC: M. A. YOUNG
J. P. RENEHAN
B. G. NORMAN, JR.
NASA

D.M. 12/1/91
T&D 1/4/1992
S.R.M. 1/1/1
S.A.M. 1/4/1991

*** END OF MESSAGE ***

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